



Opportunities in the United States Public Health Service, a 27-foot floor model, is one of the first Public Health Service exhibits under the expanded recruitment program. It won a Certificate of Merit from the Committee on Scientific Exhibits during

the 1955 meeting of the American Public Health Association. The box protruding from the center surface of the exhibit contains a motion picture projector for continuous showing of the recruitment filmograph "Service With Distinction."

Visual Aids for PHS Recruitment

At a time when the Nation is experiencing a shortage of qualified technical, professional, and scientific personnel, the Public Health Service, principally through its Division of Personnel, is developing and expanding a recruitment program for commissioned and civil service personnel to meet its own needs for specialists. Filmographs and exhibits produced by the Service are described here as examples of the types of materials being developed for the recruitment program.

FILMOGRAPHS

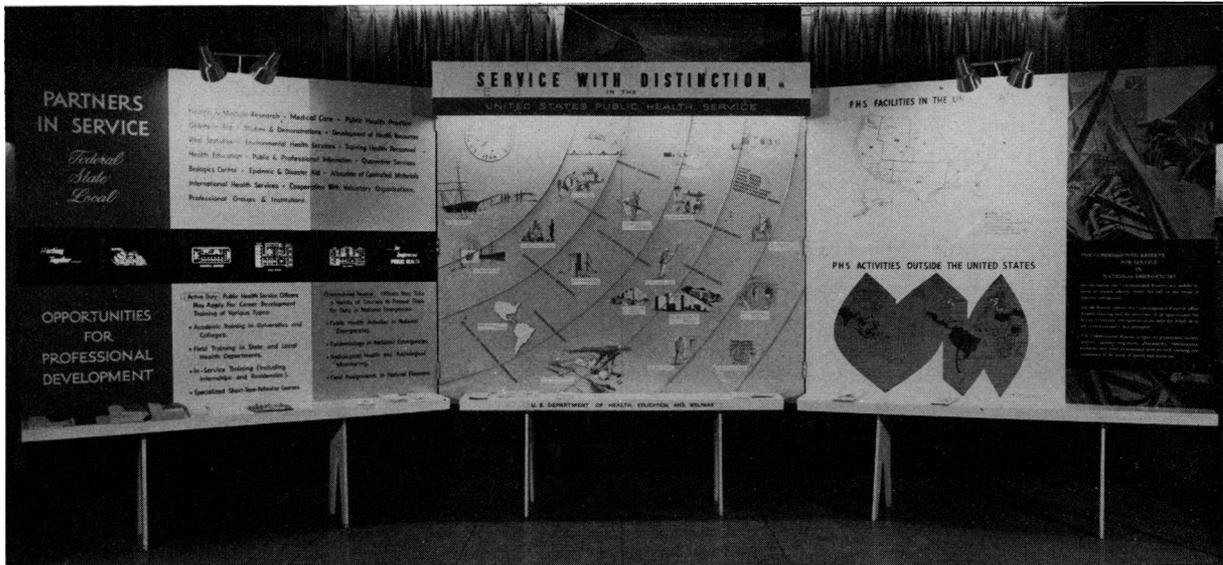
A black and white, 16-mm. filmograph, produced primarily to recruit professional and technical personnel for the Public Health Service Commissioned Corps, is being revised and converted to color and will be

ready by next spring. It bears the title "Service with Distinction" and was described in the July 1956 issue of *Public Health Reports*, shortly after it was originally produced. The black-and-white version has been shown to numerous health, medical, and nursing groups, as well as lay organizations, universities, and professional schools, throughout the country in the past 2 years. It is available, in black and white, also as a filmstrip, accompanied by recorded narration and music.

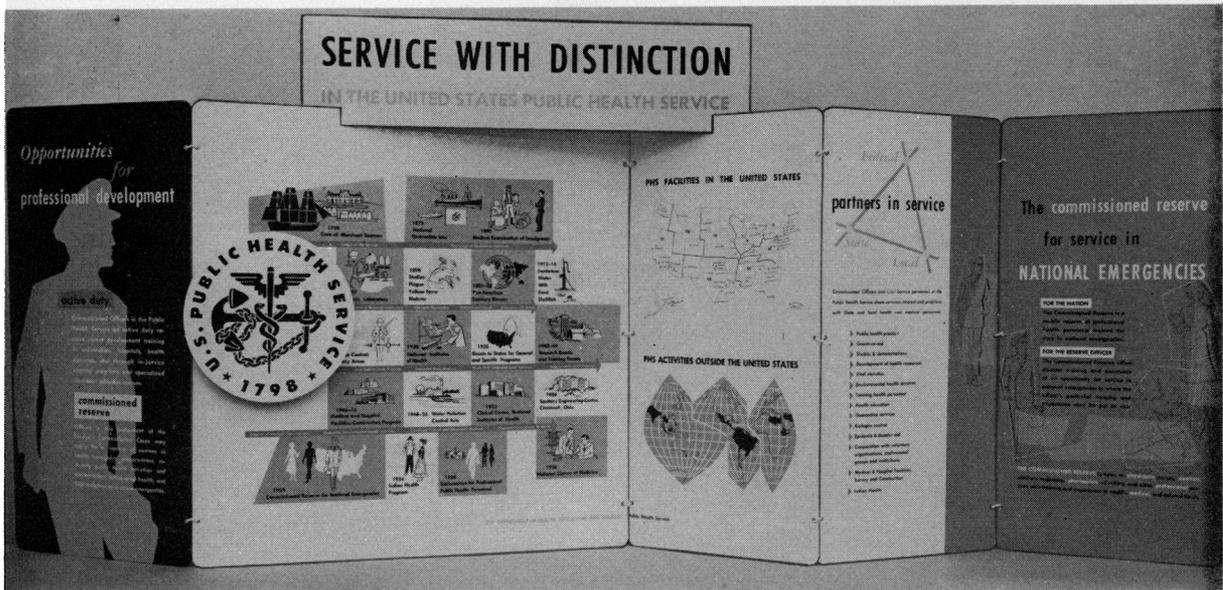
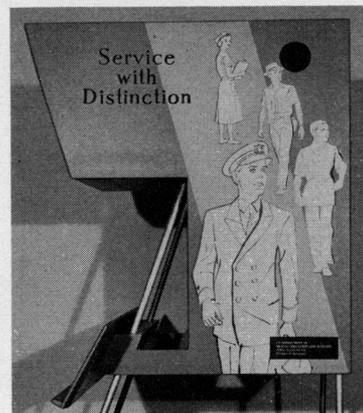
A 16-mm. filmograph in color, entitled "For the Nation's Health," was released recently by the Service. Although produced primarily for the orientation of Service employees, "For the Nation's Health" will be of interest also to health and medical personnel, students in professional schools, parents, teachers,

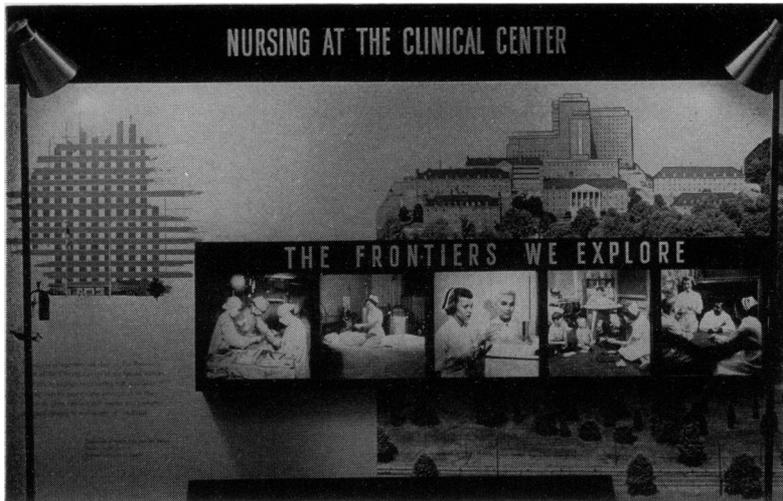
counselors, and community groups. It describes the origin, growth, organization, and work of the Service in nontechnical terms and provides the viewer with a clear understanding of the scope of its work. (See film announcement on page 164.)

Also new is the Service's nurse recruitment filmograph "Anyone For Nursing?" a 16-mm. production in color that is directed toward the recruitment of nurses in some of the Service's more interesting and challenging programs. Paced with sprightly music and humorous cartoons, it takes the viewer on a tour of the Public Health Service programs in which nurses are most active. These include the Public Health Service hospitals throughout the country, the clinical research programs of the National Institutes of Health, the Indian health pro-

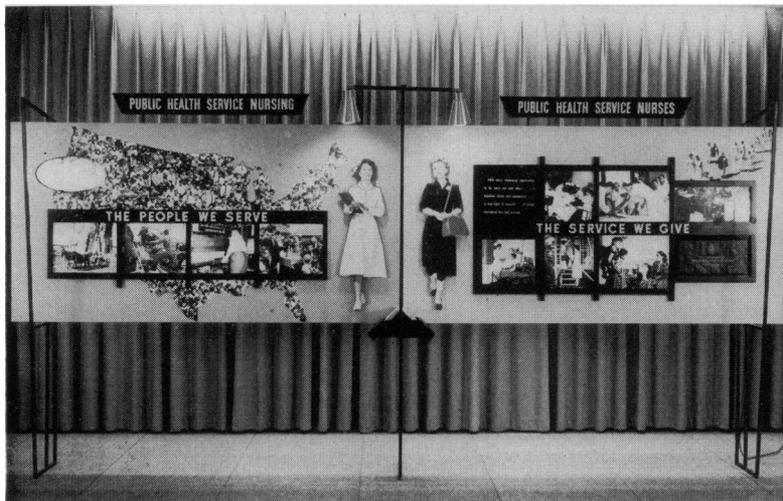


Service With Distinction, a new series of recruitment exhibits, includes a 17-foot floor model (above), a mounted projection box containing a motion picture projector for continuous showing of films (right), and a 7-foot table-top display (below). Other exhibits with the same theme (not illustrated) are a 9-foot combination floor and table-top exhibit made of aluminum with detachable legs and a 12-foot floor model composed of four aluminum panels, colorfully designed and well illuminated.

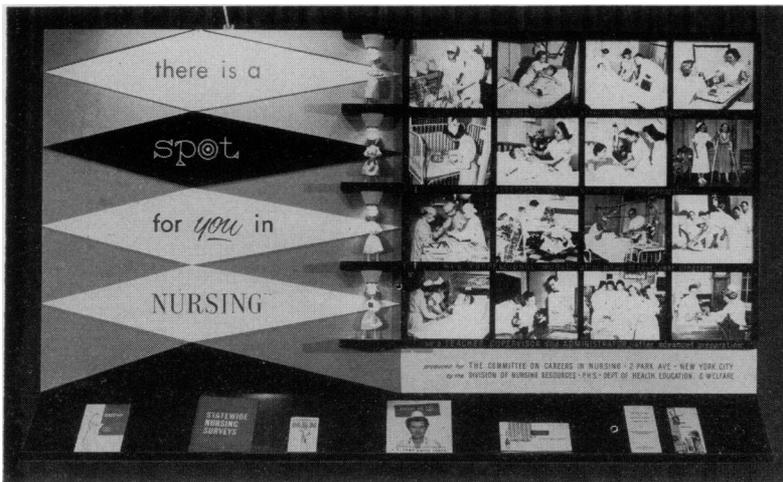




The Frontiers We Explore



The People We Serve . . . The Service We Give



There's a Spot for You in Nursing

gram in this country and Alaska, public health nursing activities, and the overseas health missions. Nurses are shown at work in the West, in the frontier environment of the sub-Arctic, and in foreign lands. (See film announcement in January 1958 issue, page 7.)

GENERAL EXHIBITS

Among the first recruitment exhibits produced by the Division of Personnel are a table-top model and a 27-foot prize-winning floor model entitled "Opportunities in the United States Public Health Service" (see illustration). The four-panel table-top model stands 32 inches high and is approximately 8 feet long when set up for display.

Recently completed by the Division is a series of exhibits each bearing the title "Service With Distinction," the keynote of the recruitment drive. Each exhibit in this series describes Federal-State-local health program relationships, opportunities for professional training in the Service, the growth and development of the Service since 1798, and the scope and variety of Service facilities and programs in this country and overseas (see illustration). Special mention is made of the Service's Commissioned Reserve program, through which a national reserve of health and medical personnel is being organized, expanded, and trained for national emergencies.

The "Service With Distinction" series consists of two 17-foot floor exhibits, two 12-foot floor models, a 9-foot combination floor and table-top model, 40 table-top models, and 1,000 miniature counter-top displays. In addition, there is a refurbished film projection box, mounted on aluminum legs and bearing the theme title, for continuous showing of films at meetings. This unit also has a shelf for display of literature.

SPECIAL EXHIBITS

A number of programs in the Public Health Service are concerned with shortages of specific professional personnel. The following exhibits tailored to their needs have also been produced.

The Frontiers We Explore displays scenes illustrating opportunities for clinical nursing in the Public Health Service's National Institutes of Health, Bethesda, Md. (8 feet, floor model).

The People We Serve . . . The Service We Give, produced by the Division of Nursing Resources, depicts nursing opportunities throughout the Service (16 feet, floor model).

There's a Spot for You in Nursing, produced by the Division of Nursing Resources for the Committee on Careers of the National League for Nursing, illustrates nursing opportunities for nursing aides, practical nurses, professional nurses, and teachers, supervisors, and administrators (8 feet, floor model; 5 feet, table-top model).

Opportunities for Nurses, produced by the Division of Personnel, is designed to recruit nurses to meet needs throughout the Service (four panels of aluminum, each 30 inches high by 18 inches wide, portable table-top model; three models in use).

Indian Health Service Nursing . . . The Challenge We Meet, produced by the Division of Indian Health, shows how nurses in the Indian health program accept the challenge of providing hospital and public health services for 370,000 Indians and Alaskan natives (8 feet, floor model).

Sanitation Services for Indians . . . The Challenge We Meet, a new exhibit created by changing the headboard and photographs in the above display, depicts the Indian health activities of sanitary engineers (8 feet, floor model).

Health Careers Among the American Indians, designed by the Division of Indian Health, aims to interest professional personnel in the full range of therapeutic and preventive services provided by the Indian health program (9 feet, folding floor model).

A New Approach to Indian Health, created by the Division of Indian Health, describes opportunities for professional personnel to work with other disciplines in the Indian health program (12 feet, floor model).



Opportunities for Nurses



Indian Health Service Nursing . . . The Challenge We Meet



Health Careers Among the American Indians

The Research Patient depicts activities of personnel staffing the supporting professional services in the Clinical Center, National Institutes of Health, Bethesda, Md. Photographs show how the research dietician, research nurse, research social worker, and research therapist work together for the benefit of the research patient and, ultimately, of medical science (18 feet, floor model).

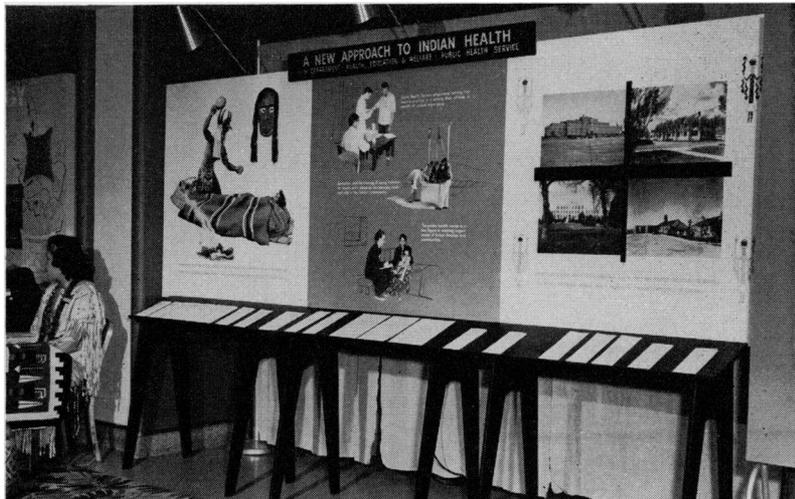
Opportunities for Engineers and Scientists was produced by the Division of Personnel, with the assistance of the Division of Sanitary Engineering Services, for recruitment of sanitary engineers, nuclear physicists, public health engineers, chemists and biologists, civil and other engineers, and sanitarians (four panels of pressed wood, each 2 feet high by 3 feet wide, portable table-top model; 20 models in use).

These Public Health Service recruitment films and exhibits have been in wide circulation at professional meetings during the past winter. Inquiries about availability may be directed to the Surgeon General, U. S. Public Health Service (P), Washington 25, D. C.

NATIONAL HEALTH COUNCIL FILM

The need for recruiting manpower for health careers has also been recognized by many voluntary agencies. An example is the 15-minute documentary film entitled "Health Careers," produced by the National Health Council as part of its Health Careers Horizons project. Like the Council's well-known publication, Health Careers Guidebook, this film is designed to interest young people in entering the health professions. It is a black and white 16-mm. film with sound track.

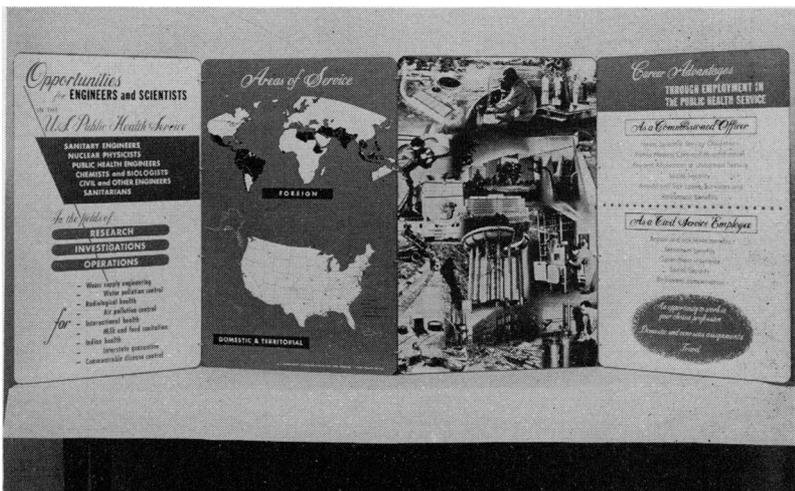
The film was developed with the guidance of 20 consultants representing secondary education and school counseling services for presentation to teen-agers, parents, counselors, teachers, and community groups. Inquiries about the film should be directed to Health Careers, National Health Council, 1790 Broadway, New York 19, N. Y.



A New Approach to Indian Health



The Research Patient



Opportunities for Engineers and Scientists